

## Giving to Pride is Simple...Automate It!

One key to the success of the Lions Pride Endowment Fund is in its simplicity. All of you have seen an ad or heard the Lions Pride Chairman say, "It's simple, just 55 cents a day, less than \$20 a month, for five years from each Lion and the Pride Endowment Fund will reach its goal of \$25 million." Simple and true. Many people are choosing to simplify their giving by automating their donations to Pride. One Pride donor said, "I have a \$20 monthly donation coming out of my checking account every month, I don't even miss it."

Many others, perhaps you, could feel the same way, but aren't familiar with how to set up an automatic gift. There are two primary options available to you: Online Bill Pay and ACH or Bank Draft.

### What is Online Bill Pay?

Online Bill Pay is a free website service most banks and credit unions offer that allows you to make donations electronically from your home computer. This method saves you check writing time and the price of a stamp. Although each bank or credit union's websites are a bit different, most are very user friendly. You can set up a one-time payment or you can set up recurring payments that are the same amount each month and paid on the same date each month. The funds are drawn from your account and your bank produces a check that is mailed directly to the payee (*Lions Pride Endowment Fund*). It's that simple: just a few clicks from the comfort of your home and you're done.

### What is an ACH Bank Draft?

An ACH bank draft is an electronic transfer of funds directly from your account to that of the payee (*Lions Pride Endowment Fund*). Setting up a bank draft at most banks and credit unions requires that you go in person and speak with the banker. Once established it runs very smoothly.

There is normally no fee for this service and recurring payments can be set up as "ongoing" or perpetual. However, more information is required from the payee such as the receiving bank's routing and account number. (*Security requires our giving those details directly to the bank, so they will have to contact the Lions Pride Office.*) Funds are transferred electronically from your financial institution directly to Lions Pride's account on the same date each month.

If you have any questions about how to automate your donations to The Lions Pride Endowment Fund, please feel free to phone or e-mail the Pride Office at 715.677.7000 or [prideoffice@lionspride.org](mailto:prideoffice@lionspride.org).